Transferology Report

August 1, 2018

An Introduction to CollegeSource and Transferology

CollegeSource offers a suite of software that aids students and higher education institutions by providing a centralized database for courses, course descriptions and degree audits. Their catalog database has reached more than 95,000 catalogs online containing more than 80 million course description records. One of their main product offerings is Transferology, which stores course equivalencies for seventeen states.

Transferology provides students quick answers on how their college credits and other learning experiences transfer to higher education institutions. Students can determine if their courses will transfer by adding coursework, exams, and/or military learning experiences to see how many schools in the network provide equivalent courses.

Transferology has individual course equivalencies, bilateral agreements, and courses from out of state. Since approximately 2008, the Ohio Articulation and Transfer Network (OATN) is responsible for managing statewide guaranteed credit transfer courses, such as TAG, OTM, and CTAG credit in the Course Equivalency Management System (CEMS) database. The database is available to the public on our website, https://transfercredit.ohio.gov/. This is the key difference between the two systems: OATN is responsible for statewide guaranteed equivalencies and owns the data in CEMS within the state, while Transferology has individual courses that include out of state equivalencies.

Contract with CollegeSource - Transferology

The contract between OATN (shown below as Ohio ATnet) and CollegeSource stipulates compensation for the Maintenance and Hosting Services and Other Services, in an amount not to exceed two hundred forty-four thousand six hundred sixty-five and 00/ 100 dollars ($244,665.00). Covered in the contract are public and private institutions of higher education in the state of Ohio; in addition the ability to manually upload their course equivalency files twice a year at no cost.

1)   One hundred thirty thousand four hundred fifteen and 00/ 100 dollars ($130,415.00) is for the Maintenance and Hosting Services (the "Maintenance Fee"), and will be paid at the beginning of the Contract subject to the Contractor delivering a proper invoice to the Ohio ATnet.

2)   One hundred fourteen thousand two hundred fifty and 00/ 100 dollars ($114,250.00) is for the Other Services (the "Service Fee") and shall be paid in monthly installments of nine thousand five hundred twenty and 83/ 100 dollars ($9,520.83.00) upon actual receipt of proper monthly invoices, payable net 30, in arrears.

The contract also covers maintenance and support for the Transferology software and includes product upgrades, training, documentation, troubleshooting, resolution, and participation in OATN initiatives where necessary. Also included in the contract is the use of uAchieve for Ohio institutions that do not have an automated degree audit interfaced directly with Transferology. The responsibility to load equivalencies fall on the institutions, as they own the course data that reside in their systems.

Shelly Jackson, Transfer Solutions Specialist at CollegeSource, is the contact for Transferology in Ohio. Shelly holds webinars several times throughout the year on Transferology and Transferology Lab. Topics include, how to use the site, maximize transfer equivalencies, and managing branding/marketing materials.

Transferology Report – January 1 – June 30, 2018

Transferology provides reports that detail participation by both students and school administrators. Reports are produced throughout the year and provides data on Ohio's Transferology use. **The data in this report was provided by CollegeSource as of July 27, 2018.**

In viewing the report, below are terms used by Transferology:

- Equivalencies, articulations, and rules – Transfer rules, rules, equivalencies, articulations share the same definition, which is a transfer course(s) from one institution equals a course(s) at the home institution.

- Sessions – Length of time that a user, whether student or school administrator, was logged into either Transferology or Transferology Lab.

The data shown below in several tables compares how Ohio ranks with other Transferology states, as well as the top 5 regions in the state. Ohio is only second to Illinois in usage for Transferology and students across the state use the system to look up equivalencies, while Columbus leads the state in usage, followed by Oxford.

Transferology Statistics – Nationwide usage

Region	Users	Sessions
Totals	176,802 (98.30%)	422,002 (98.51%)
Illinois	44,779 (24.04%)	119,512 (28.32%)
Ohio	36,627 (19.66%)	90,533 (21.45%)
Minnesota	24,562 (13.18%)	61,893 (14.67%)
Colorado	12,292 (6.60%)	30,808 (7.30%)
California	10,702 (5.74%)	20,060 (4.75%)
Texas	5,622 (3.02%)	9,043 (2.14%)
Michigan	4,250 (2.28%)	6,955 (1.65%)
Wisconsin	3,555 (1.91%)	6,730 (1.59%)
Washington	3,397 (1.82%)	6,546 (1.55%)
Missouri	3,264 (1.75%)	5,761 (1.37%)

Ohio Top 5 Region participation by Metro:

Columbus:	8,981 users
Oxford:	2,953 users
Cincinnati:	2,430 users
Bowling Green: 1,378 users	
Toledo:	1,318 users

The following chart shows that 21 of Ohio institutions are participating well in Transferology by offering their updated course information to the service as often as possible. Hocking College and Central State University have either not participated or had low participation in the past, but are actively trying to get their data in summer 2018. There are 11 institutions that have had issues in keeping their equivalencies up to date, show in red on the table. Reasons for not updating include staff turnover, decrease in institutional budgets, as well as lack of people power to perform the file upload. Considering these, help can be provided to get more equivalencies into the system.

Institutional Information Name	Equivalencies	Last Update	How is it imported?
University Of Akron Main Campus	40,849	7/25/18	PeopleSoft
Belmont College	3,703	1/23/13	File Upload
Bowling Green State University-Main Campus	47,600	7/25/18	Auto
Central Ohio Technical College	16,639	10/27/14	File Upload
Central State University	1,750	1/31/13	File Upload
University Of Cincinnati	578,264	7/2/2018	Auto
Cincinnati State Technical And Community College	39,246	12/16/2015	File Upload
Clark State Community College	7,192	7/26/2018	Auto
Cleveland State University	36,332	7/26/2018	Auto
Columbus State Community College	89,697	7/25/18	Auto
Cuyahoga Community College District	29,908	1/18/2017	File Upload
Edison State Community College	9,784	5/3/2018	File Upload
Hocking College	0	never	File Upload
Eastern Gateway Community College	7,133	10/29/2014	File Upload
Kent State University	311,037	6/8/2017	File Upload
Lakeland Community College	5,287	5/4/2018	Auto
James A. Rhodes State College	5,194	7/25/18	Auto
Lorain County Community College	17,524	3/10/2016	File Upload
Marion Technical College	7,411	7/26/2018	Auto
Miami University	230,901	7/25/18	Auto
Zane State College	2,688	4/16/2013	File Upload
North Central State College	3,784	12/5/2017	Auto
Northwest State Community College	1,945	1/11/2018	File Upload
The Ohio State University	55,762	7/25/18	Auto
Ohio University	44,306	7/25/18	Auto
Owens Community College	27,321	7/26/2018	File Upload
Rio Grande Community College	2,632	7/26/2018	File Upload
Shawnee State University	13,659	10/12/2016	File Upload
Sinclair Community College	10,880	12/5/2017	File Upload
Stark State College	11,523	6/26/2018	File Upload
Southern State Community College	1,283	12/4/2014	Not yet
Terra State Community College	46,687	8/25/2015	File Upload
University Of Toledo	151,373	7/25/18	Auto
Washington State Community College	20,931	8/25/2015	File Upload
Wright State University	38,311	7/25/18	Auto

Youngstown State University	101,115	7/25/18	Auto

Legend: RED = Older than 2 years. YELLOW = Less than one year.

The majority of institutions have loaded their equivalencies in Transferology. There are institutions that may also be relying on the statewide website with information from CEMS to pull transfer information as well, reducing the usage of Transferology since it does not <u>explicitly</u> contain statewide credit.

Next Steps

Ohio has options to help boost the use of Transferology, and in addition increase student attention to their school. Institutions can also make the most of the Transferology Lab, as a marketing and recruiting tool. This can be explored at a later date.

Students are often mobile, and use their smartphones to access Transferology. To keep student focus in mind, CollegeSource is working on smartphone optimization with hopes of a launch in the near future.

For student support, Transferology offers two ways to communicate with Transferology: a <u>Feedback tab</u> on the Transferology page, which helps with technical issues; and a <u>Contact Us</u> button, which offers support on site usage and questions about results.